



PROSOCIAL BEHAVIOR

Choo Chian Hou

Ahmad Azuan B. Abd Aziz

Hamidah bt. Hamdan

Pegah Athari

Atefeh Ahmadi

Lecturer: Assoc. Prof. Azizi Yahaya



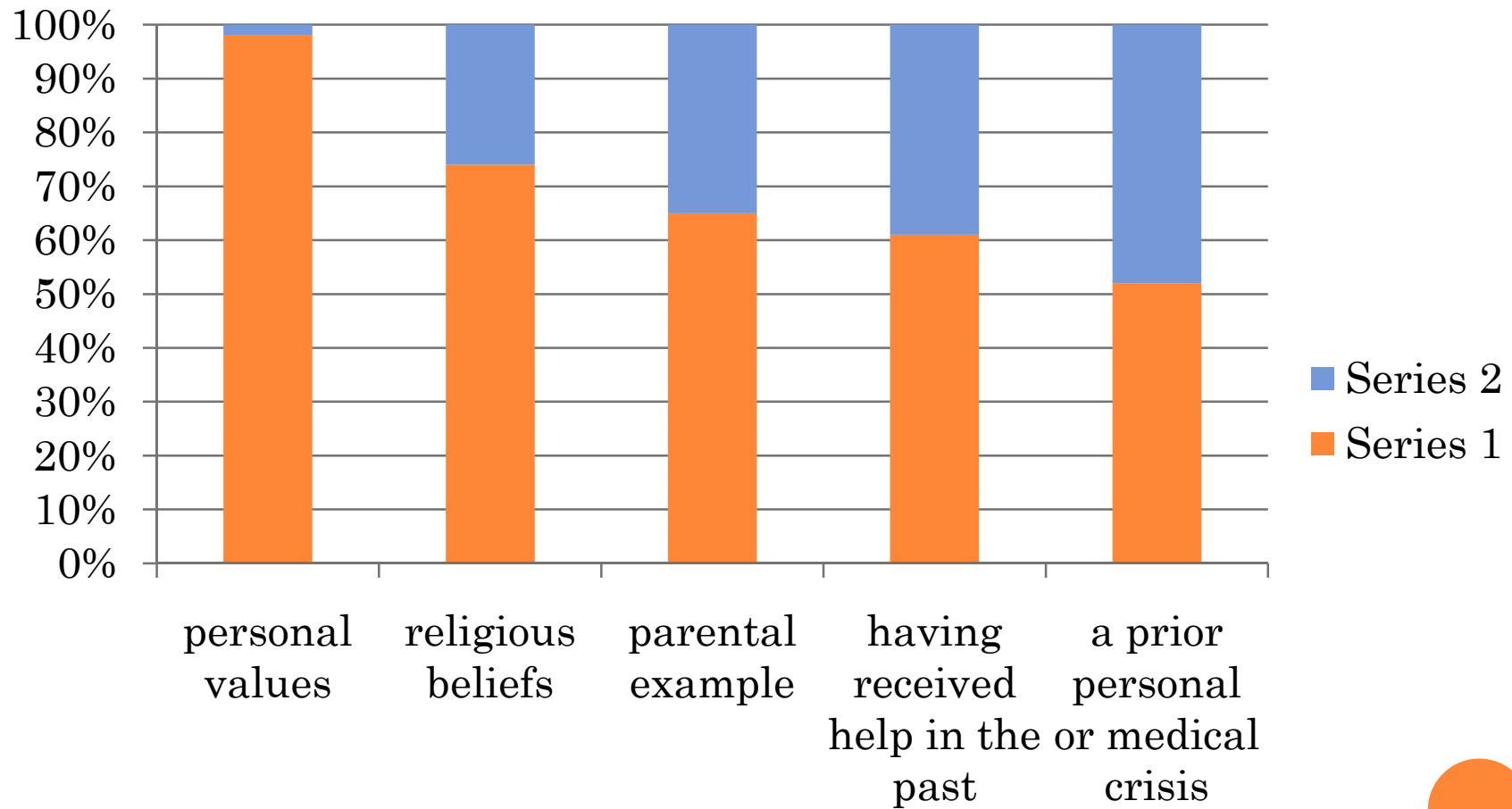
MANAGING SELF – IMAGE

MANAGING SELF – IMAGE

- Prosocial behavior can affect how we view ourselves, so we can use it to manage self-image in two ways:
- Enhance self-definition
- Verify self-definition



REASONS GIVERS GIVE FOR CHARITABLE GIVING:



- According to table; that is, result from Hodgkinson and Weitzman's study(1990) helpful individuals frequently state their personal beliefs and values as motivations to help
- There are two important internalized beliefs and values for helping:
 1. Personal norms
 2. Religious and ethical codes

